


COUNTY OF YORK

MEMORANDUM

DATE: August 2, 2005 (BOS Mtg. 8/2/05)

TO: York County Board of Supervisors

FROM: James O. McReynolds, County Administrator 

SUBJECT: Requests for Allocation of Lodging Tax Revenues – FY2005

Each year the County receives requests for allocations of lodging tax revenues from organizations that support County tourism. It has been the practice of the County to present those requests not routinely included in the operating budget process to the Board for review, consideration, and direction after staff has determined the amount available from the previous fiscal year. The balance available from fiscal year 2005 is approximately \$90,000. The specific requests involved this year, along with the staff recommendation for funding, are included below:

1. Jamestown-Yorktown Foundation

The Jamestown-Yorktown Foundation has requested \$54,400 for three projects at the Yorktown Victory Center. The first project, "Materials for Educational Programming," in the amount of \$36,300 would fund the purchase of reproduction objects utilized in hands-on activities educating students of all ages. The second project, "Repairs to Fencing," in the amount of \$12,500 would fund the replacement of the wooden fences enclosing the Victory Center's outdoor living history complex. The third project, "Public Lecture Series," in the amount of \$5,600 would fund speaker fees and expenses for four lectures about the Revolutionary War engagements in the South.

I believe that the educational materials and lectures could draw additional visitors to Yorktown and, therefore, I recommend that the Board approve a grant from the FY2005 tourism-designated lodging tax revenues in the amount of \$40,000 to support the Jamestown-Yorktown Foundation's request. This is the same level of funding provided last fiscal year.

2. Historic Triangle Wayfinding System

The County has entered into an agreement with Williamsburg and James City County for the development and implementation of a regional wayfinding system. We have recently been made aware that the sign fabrication and installation costs have increased. As a result, the County's share is expected to increase by approximately \$35,000. I recommend the Board allocate an additional \$35,000 from the FY2005 tourism-designated lodging tax revenues to support the wayfinding system.

3. Yorktown Foundation – Tall Ship Committee

The Tall Ship Committee, which is a sub-committee of the Yorktown Foundation, has been working for the past year to promote Yorktown as a port-of-call for tall ships and other period vessels consistent with Yorktown's seaport heritage. Previous tourism fund grants to this committee have enabled it to develop promotional materials on Yorktown's new docking facilities and to have the Riverwalk Landing port listed in the nationally accepted guide to ports. These efforts have resulted in numerous contacts with the operators of vessels that potentially could visit Yorktown as well as one specific proposal to bring a world-class restored vessel to Yorktown during the Labor Day weekend. To facilitate this visit by the H.M.S. Bounty, the Tall Ships Committee is requesting a special matching contribution/grant of \$10,000 to cover 50% of the required commitment for the vessel. The Foundation/Tall Ships Committee would depend on ticket sales and other contributions to cover the other 50%.

I believe that this ship would provide wonderful visitor experiences during the Labor Day weekend (which will also include the Virginia Symphony concert) and will immediately demonstrate the capabilities and attractiveness of the Riverwalk Landing pier as a port-of-call for these types of vessels. Therefore, I recommend that the requested \$10,000 contribution be approved.

The combined total funding recommended above is \$85,000. There are sufficient appropriations available to fund the recommendations included above, leaving an available balance of approximately \$5,000.

MCW/3737

Attachments

- Jamestown-Yorktown Foundation request
- Williamsburg Area Wayfinding Signs
- Tall Ships Committee request and supporting information